Traffic Order# 24623 Status Confirmed Mod# 3 Ver# 11 7900495

Ren Order# EC'd Yes

Printed: Last Received:

Showing Buylines: All Lines

08/29/2012 1:31 PM

08/30/2012 11:35 AJM

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Rep Firm

) WASHINGTON) IAMIE ANDRUS Sales Office (Salesperson (

() SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/P1/P2/E LOVE/ORDR/828903 Pates 08/28/2012 - 09/03/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Agency

KSL-TV SALT LAKE CITY
r ()LOVE, MIA
LOVE/CD4/R

Advertiser Estimate#

Station Product Patricia Dome

Phone# Buyer Нах#

828903

Salesperson Phone# 202-872-1155 Salesperson FAX#

- CONTRACT COMMENT -

CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVENTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1 Rating: 3.0	GAME NIGHT LIVE	630P-7P	 0e -	09/01-09/01	H	\$100.00	
2 SU Rating: 2.0	SUNDAY EDITION	9r-930r	30	20/60-20/60	г	\$85.00	н
3 SA Rating: 1.0	GAME NIGHT LIVE	1135P-1205A	30	09/01-09/01	н	\$60.00	**
4 TU-P Rating: 1.0	EARLY TODAY Buyline Comment: 1/DAY TU,TH 2/DAY W,F	5a-6a	0e -	D8/28-08/31	ω.	\$50.00	vo
8 M Rating: 1-0	early Today	52-62	.30	£0/69 - 03/60	ı,	\$50.00	Ħ
9 SA Rating: 3.0	GPM NEWS	GE-630P	:30	03/01-04/01	н	\$275.00	н
10 sU Rating: 2.0	Meet the press	8.8.8.9.8	9.6 1	09/02-03/05	н	\$200-00	н
11 Rating: 1.0	SATURDAY TODAY	5A-7A	: 30	09/01-09/01	8	00-08	8

2 of 6			Total Spots	: 	0	ø		٥	ঘা		п	ਜੱ	ເກ	0	m		FF
AM) WASHINGTON) JAMIE ANDRUS	202-872-1155	Rate		00.36\$	\$220.00		\$220.00	\$275.00		\$275.00	\$425.00	\$230.00	\$230.00	\$550.00		\$550.00
Printed: 08/30/2012 11:35 AM 08/29/2012 1:31 PM nes) a	Salesperson Phone# 202- Salesperson FAX#	Spots/Week	1	Ŋ	ſΩ		٥	ব্য		Ľ	₩	IO.	64	m		
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Traffic Order# 24623	SIN	õ	Time		7A-8A	12P-1P		12P-12	4B-5P		42-55 45-55	1035P-1105P	108-118	108-11A	630R-7P		630P-7P
3 Status Confirmed	Agency (); 814 KIN ALEXAN Agency C/P1/P2/E	Fight Dates Hiatus Weeks					LTH 1/DAY W.F						TH-E; 2/DAY W				
7900495 Ver# 1.1 Mod#	KSL-TV SALT LAKE CITY r () LOVE, MIA LOVE/CD4/R	Patricia Dome	Program		торах	NEWS @ NOON	Buyline Comment: 2/DAY TU,TH 1/DAY W,F	NEWS 6 NOON	DR PHIL	Buyline Comment: 1/DAY	DR PHIL	SPORTSBEAT	RACHAEL RAX Buyline Comment: 1/DAY TU,TH-5; 2/DAY W	RACHREL RAY	News	Buyline Comment: 1/DAY	news
Rep Order# 790 EC'd Yes	te#	Buyer Patrici Phone# Fax#	,		12 su Rating: 5.0	13 TU-F Rating: 3.0		17 M Rating: 3.0	18 TU-F Rating: 2.0		22 M Rating: 2.0	23 SA Rating: 3.0	24 TU-F Rating: 2.5	28 Rating: 2.5	29 TU-TH Rating: 3.7		32 M Repting 9 7

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) SMART MED 14 KING ST, SUITE LEXANDRIA, VA 2 1/P2/E LOVE/OI s	ks Time	40E9-49		4029-49	6A-7A		6A-7A	1135P-123		11352-123	9A-10A		9A-10A	3P-4P		3P-4E
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TLAKE CITY VE, MIA /R ne	Program	News 6 6P	ine Comment: 1/DAY	News 6 67	KSL 5 NEWS TODAY	ine Comment: 1/DAY TU,TE	KSL 5 NEWS TODAY	LATE NIGHT	ine Comment: 1/DAY	late night	Today	ine Comment: 1/DAY	TODAY	NATE BERKUS	ine Comment: 1/DAY	NATE BERKUS
60 TF:	Бау		7	37 M Rating: 4.5	38 TU-F Rating: 3.0	Buyl	3.0 3.0	TU-F 2.7	Buyl	Z 2.7	3.0		ω. ο.	TO TO		57 M Rating: 1.0
	KSL-TV SALTLAKE CITY Agency () SMART MEDIA GROUP Rep Firm ier () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () W LOVE/CD4/R. Agency Cf1/R2/E LOVE/CRDR/828903 Salesperson () JA Patricia Dome Flight Dates 08/28/2012 - 09/03/2012 Salesperson Phone#	KSL-TV SALTLAKE CITY	KSL-TV SALTLAKE CITY Agency () SMART MEDIA GROUP Sales Office () WASHINGTON Sales Office () WASHINGTON LOVE/CD4/R LOVE/CD4/R LOVE/CD4/R LOVE/CD4/R LOVE/CD4/R LOVE/CD4/R Salesperson () JAMIB ANDRUS Salesperson () JAMIB ANDRUS Salesperson Phone Love/CRDR/828903 Love/CRDR/828903 Salesperson Phone Love/CRDR/828903 Love/CRDR/828	KSL-TV SALTLAKE CITY Agency SMART MEDIA GROUP Sales Office WASHINGTON Sales Office WASHINGTON Sales Office WASHINGTON Sales Office MASHINGTON MASHINGTON	Name Name	National State Nati	NEW NEW	National State Nati	National Comments Nati	National Component: National Component:	No.	Name Color Name	Name Name	Name Color Name	Name	Name Column Column

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	Dome	Flight Dates 08/7	LOVE/OKUNY 828903 08/28/2012 - 09/03/2012	78,2803 33/2012		Salesperson Phone# Salesperson FAX#	s# 202-872-1155 !		
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58 TULE Rating: 2.0	STUDIO 5	113-	11A-12F	:30	08/28-08/31	 	\$150.00] याः 	ı
	Buyline Comment: 1/DAY								
62 M Rating: 2.0	s ordnis	ent.	11.A-1.2.P	30	£0/60~£0/60	0	\$150.00	0	
63 ST Rating: 3.0	NEWS/NFL EDITION	530	530P-6P	 30	09/02-09/02	r.	\$325.00	Ħ	
64 TU-F Rating: 2.0	TODAY SHOW 3	1P-2P	-23 -24	0e:	08/28-08/31	w	\$150.00	ų	
	Buyline Comment: 2/DAY TU,TH 1/DAY W,F	6							
68 M Rating: 2.0	TODAY SHOW 3	19-29	다	0e:	£0/60-£0/60	o	\$150.00	O	
69 SA Rating: 5.0	10 P NEWS	40 r	10P-1035P	30	10/60-10/60	п	\$1,200.00	00	
70 TU-F Rating: 5.0	robAr Buyline Comment: 1/DAY	7A-8A	¥8.	0 E:	08/28-08/31	था	\$850.00	ਝ	
74 M Rating: 5.0	TODAY	7A-8A	ଝ୍ଞ	:30	£0/60-£0/60	લ	00.038\$	स	
75 SU Rating: 1.0	HIST OF SAINTS	6.1.14 6.1.14	1130P-12A	:30	09/02-09/02	r	\$50.00	ਜ	
76 TU Rating: 14.0	RNC 8/27 - 30	4 80	8P-10P	⊕ ::	08/28-08/28	O	\$2,500.00	0 00	
77 IH Rating: 16.0	RNC 8/27 - 30	72-9P	स ७,	.30	08/30-08/30	н	\$2,500.00	î 00	

5 of 6			Total Spots	ਜ	ਜ	н	н					
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11 Mod# 3 S				30			ផ	30			.00 \$166,825	
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Rep Order# 7900495 EC'd Yes	te 💝 İş	Buyer Familia Phone# Fax#	Ln Day	78 W Rating: 14.0	7-W 2-7	80 Rating: 2.0	81 SA Rating: 2.0	82 W-F Rating: 14.0	-REPORT TOTALS- Report Totals: 88 / \$33,365.00	-SALES MONTHLY TOTALS-	Sep 12: 88 / \$33,365.00 Sales Totals: 88 / \$33,365.00 Station Totals: 88 / \$33,365.00 Lines not sent/rold/rtrn: 0 / \$0.00 —COMPETTIVE— Market Totals	Books Demos